Quiz 11 - Chapter 10   
The News Media: Communicating Political Images   
  
1. The term "framing" is used to describe the   
A. media's ability to influence what is on people's minds.  
B. process of selecting certain aspects of reality and then crafting news stories around those aspects.  
C. media's obligation to convey a uniform and standard interpretation of a situation.  
D. nature of media reporting when objectivity has weakened and the system has tilted in favor of yellow journalism.  
E. primary right of the media that is protected by the First Amendment.   
  
2. Historically, the American press has shifted from   
A. a political to a journalistic orientation.  
B. objectivity to subjectivity.  
C. a journalistic to a political orientation.  
D. partisan to very partisan.  
E. negative to positive.   
  
3. In comparison with today's newspapers, early American newspapers   
A. were written by hand.  
B. were so inexpensive that nearly everyone read a daily paper.  
C. could not have survived without political party support.  
D. were more widely read.  
E. All of these answers are correct.   
  
4. What technology led editors to substitute news reports for opinion commentary?   
A. radio  
B. telegraph  
C. broadcast TV  
D. cable TV  
E. power-driven printing presses   
  
5. Which of the following statements is true?   
A. Objective journalism is based on the communication of facts and fairness.  
B. Yellow journalism attempts to describe what is taking place or has occurred.  
C. The New York Post is the bulletin board of major newspapers.  
D. Objective journalism is based on the communication of facts and fairness, while yellow journalism attempts to describe what is taking place or has occurred.  
E. None of these answers is correct.   
  
6. The Federal Communications Commission (FCC) has regulatory oversight over which of the following?   
A. broadcast radio  
B. magazines  
C. Internet content  
D. newspapers  
E. All of these answers are correct.   
  
7. The FCC restriction requiring broadcasters to "afford reasonable opportunity for the discussion of conflicting views of public importance" was known as the   
A. "Equal Time" rule.  
B. objective-reporting model.  
C. signaling function.  
D. common-carrier function.  
E. Fairness Doctrine.   
  
8. Partisan talk radio got its start   
A. after the abolition of the Fairness Doctrine.  
B. on the day of Rush Limbaugh's first broadcast.  
C. after cable television led the way.  
D. in the early 1990s after the election of Democrat Bill Clinton.  
E. during the late 1930s.   
  
9. The reason the news product is designed to fascinate as well as to inform is   
A. that news organizations are fundamentally businesses and must obtain revenue to survive.  
B. of the high level of illiteracy.  
C. that the print media wish to emulate the broadcast media.  
D. of the need to compete with Hollywood productions.  
E. None of these answers is correct.   
  
10. Which institution receives the most news coverage from the national press?   
A. the presidency  
B. U.S. House of Representatives  
C. U.S. Senate  
D. U.S. Supreme Court  
E. the federal bureaucracy   
  
11. Presidential candidates in the 1960s, compared with today,   
A. received more negative coverage.  
B. were largely ignored by the media.  
C. were hounded by the media incessantly.  
D. had longer sound bites, on average, in broadcast television newscasts.  
E. None of these answers is correct.   
  
12. The Watergate scandal illustrates the   
A. futility of media attempts to forecast political events.  
B. inadequacy of the media as a common-carrier to the public.  
C. power of the media to serve as watchdog to safeguard against abuses of power.  
D. ability of the press to serve as the public's representative in political disputes.  
E. abuse of power by journalists in the United States.   
  
13. How has the Internet affected the watchdog role of the media?   
A. It has diluted the watchdog capacity with an overflow of opinions.  
B. It has expanded the watchdog capacity of the media.  
C. It has tainted the watchdog role with a partisan bent.  
D. It has almost completely usurped the watchdog role from the traditional media outlets.  
E. It has had little to no effect because it lacks the objective standards of traditional media outlets.   
  
14. Most broadcast news journalists   
A. are strong Democrats.  
B. lean Democratic.  
C. have no political views.  
D. lean Republican.  
E. are strong Republicans.   
  
15. Which of the following statements has been shown by scholarly research to be true?   
A. Network journalists have a very substantial liberal bias.  
B. Network journalists have a very substantial conservative bias.  
C. Network journalists have a clear Republican bias.  
D. Network journalists have a clear Democratic bias.  
E. Network journalists tend to be negative.   
  
16. On both radio and television, the most successful partisan talk shows   
A. have been hosted by liberals.  
B. have been hosted by nonpartisan journalists.  
C. have been hosted by conservatives.  
D. have been hosted by teams of journalists holding multiple partisan viewpoints.  
E. have had no discernible political bias.   
  
  
17. One special contribution of Internet-based news is that it   
A. provides the ordinary citizen with an opportunity to be part of the news system.  
B. provides slower, more deliberative reporting.  
C. offers more unbiased reporting.  
D. prevents rampant editorializing.  
E. None of these answers is correct.   
  
18. The rise of the Internet as a news source has   
A. substantially increased the partisan divide.  
B. led to a small but significant increase in the partisan divide.  
C. led to a small but significant decrease in the partisan divide.  
D. substantially decreased the partisan divide.  
E. had no appreciable impact on the partisan divide.   
  
19. What development brought about a dramatic reduction in television's capacity to generate an interest in news?   
A. an increase in newspaper circulation  
B. the loss of objective journalistic standards  
C. the rapid spread of cable  
D. the rise of Internet news consumption  
E. a drop in education levels in the United States   
  
20. In terms of news consumption, since the 1980s young adults   
A. have been more informed than older ones.  
B. have been less informed than older ones.  
C. have experienced a rise in news consumption because of the Internet.  
D. have experienced a rise in news consumption because of cable news channels.  
E. have remained on par with older adults in terms of news consumption. 